



Strategic Media Services
3299 K Street NW, Ste 200
Washington, DC 20007

Contract # 214954
Schedule Dates 07/25/12-07/31/12
Advertiser Pol/D Maggart/R/STR/TN (15387)
Agency Strategic Media Services (1559)
Product Politicalz - State Representative (1115)
Brand DEBRA MAGGART FR REP (111664)
Salesperson Political National, AE (1494)
Sales Office POLITICAL NATIONAL
Buyer Name /
Phone/Fax N/A
CPE N/A
Account Types Regional/Political/National Agency
Billing Type Standard
Comments DEBRA MAGGART FR REP
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** DEBRA MAGGART FOR TN STATE REP

Date Entered 07/24/12
Last Modified 07/24/12
Entered By Liz Gammon
CO-OP No
Headline # 06251652
Demo
Order Type Normal Spot (default)
Package Deal
Commission % 15.00
Commission \$596.25
Net Total \$3,378.75
Sales Tax

| WKRN (WKRN) | Spots | Rate |
|--------------------|-------|------------|
| By Broadcast Month | | |
| Jul. 2012 | 7 | \$3,225.00 |
| Aug. 2012 | 2 | \$750.00 |
| Grand Total: | 9 | \$3,975.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------|----------|---------|
| 1.0 | Normal Line / NWS | 07/25/12-07/26/12 | 1 | :30 | 5:58A- News 2 THIS MORNING/1D/6AM | 2 | | | 1 | 1 | | | | 2 | \$400.00 | \$800.00 | WKRN (WKRN) | | 7/24/12 |
| 2.0 | Normal Line / SPOT | 07/26/12-07/27/12 | 1 | :30 | 7A- Good Morning America | 2 | | | | 1 | 1 | | | 2 | \$350.00 | \$700.00 | WKRN (WKRN) | | 7/24/12 |
| 3.0 | Normal Line / NWS | 07/27/12-07/27/12 | 1 | :30 | 5:58P- News 2 at 6 | 1 | | | | | 1 | | | 1 | \$375.00 | \$375.00 | WKRN (WKRN) | | 7/24/12 |
| 4.0 | Normal Line / NWS | 07/25/12-07/27/12 | 1 | :30 | 9:59P- News 2 at 10 | 2 | | | 1 | | 1 | | | 2 | \$675.00 | \$1,350.00 | WKRN (WKRN) | | 7/24/12 |
| 5.0 | Normal Line / NWS | 07/30/12-07/30/12 | 1 | :30 | 5:58A- News 2 THIS MORNING/1D/6AM | 1 | | | | | | | | 1 | \$400.00 | \$400.00 | WKRN (WKRN) | | 7/24/12 |
| 6.0 | Normal Line / SPOT | 07/31/12-07/31/12 | 1 | :30 | 7A- Good Morning America | 1 | | | 1 | | | | | 1 | \$350.00 | \$350.00 | WKRN (WKRN) | | 7/24/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

For contract Terms and Conditions, please visit this site: <http://yiforms.com/images/TermsCon.pdf>

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|-------------------------|
| Station and Location: | Date: 7/12/12 |
|------------------------------|-------------------------|

I, Elizabeth Holland,
 being/on behalf of: Debra Maggart, a legally
 qualified candidate of the Republican political
 party for the office of: State Representative
 in the Primary Election
 election to be held on: 8/2

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

[Signature] \$3975.00

Debra Maggart for state Representative

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

Debra Muggart

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

7/12/12
Date

Elizabeth C. Holland
Signature

☒ Accepted ☐ Accepted in Part ☐ Rejected





Signature Printed Name Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Elizabeth Holland

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Elizabeth C. Holland

signature of candidate or authorized committee

Elizabeth C. Holland

printed name

7/12/12

date